

Selling with the Bulls

	Event	
	Round number	
	Room Number	
	Participant Name	Judge Number
	Participant Number	

Approach	Professional introduction	0	1	2	3	4	5
	Salesperson gains prospect's attention						
	Effectively builds rapport						
	Smooth transition into Needs Identification						

Needs Identification	Uncovered decision process (decision criteria, people involved in decision process)	0	1	2	3	4	5
	Effectively determined relevant facts about company and / or buyer problems, goals, etc.)						
	Asked effective questions that brought to buyer's attention what happens to company or buyer when problems continue (helped to convert implied to explicit needs)						
	Gain pre-commitment to consider the product / service and smooth transition to presentation						

Product / Service Presentation (persuasively match benefits to buyer needs / wants)	Presented benefits based upon needs of buyer instead of only features	0	1	2	3	4	5
	Logical, convincing presentation (display a strategy to communicate and persuade; clearly understand needs "hot buttons" of prospect and concentrates on those needs)						
	Used appropriate / professional visual aids						
	Effectively communicated different elements of service and experience						
	Effectively involves the buyer in the demonstration						
	Effective use of trial closes (follow-up to determine where buyer is in decision process)						

Overcoming Objections (eliminate concerns to the customer's satisfaction)	Initially gains better understanding of objection (clarifies or allows buyer to clarify objection)	0	1	2	3	4	5
	Effectively answers the objection						
	Confirms that the objection is no longer a concern of the buyer						

Close / Secure Commitment	Persuasive in presenting a reason to buy	0	1	2	3	4	5
	Asked for sale or appropriate commitment from the buyer, given the nature of sales call						

Communication Skills	Effective verbal communication skills (active listening; restated, rephrased, clarified, probed for better understanding)	0	1	2	3	4	5
	Appropriate non-verbal communication						
	Verbiage (clear, concise, professional)						

Overall	Salesperson enthusiasm and confidence	0	1	2	3	4	5
	Product knowledge						

TOTAL SCORE